

# Alabama Entrepreneurial Initiative (AEI): A Strategy for Workforce Development

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## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Alabama Entrepreneurial Initiative (AEI): A Strategy for Workforce Development

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Manag		25%		
604	Marketing and Distribution Practices		25%		
801	Individual and Family Resource Management		25%		
806	Youth Development		25%		
	<b>Total</b>		100%		

## V(C). Planned Program (Inputs)

### 1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	1.0	0.0	0.0
<b>Actual</b>	0.0	2.0	0.0	0.0

### 2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
0	130701	0	0
<b>1862 Matching</b>	<b>1890 Matching</b>	<b>1862 Matching</b>	<b>1890 Matching</b>
0	137761	0	0
<b>1862 All Other</b>	<b>1890 All Other</b>	<b>1862 All Other</b>	<b>1890 All Other</b>
0	29548	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

Alabama Entrepreneurial Initiative builds a systematic approach involving youth, adults, and college students in an entrepreneurial education program that prepares them for participation in the workforces as an employee as well as self-employment. Activities include exposure to aged appropriate entrepreneurial curricula conducted in 6-8 weeks in class training as well as short-term day entrepreneurial awareness symposiums. The in-class training curricula include the Kaufman Mini-Society and the National Foundation for Teaching Entrepreneurship. Youth Symposiums that increases entrepreneurial awareness among high school students were conducted at both the Booker T. Wasington Economic Summit and Tuskegee University Annual Farmers Conference. Efforts to promote entrepreneurial education for collegiate students include strategic planning for organizational development for the National Student Business League at college campuses.

**2. Brief description of the target audience**

- Mini-Society target audience include elementary and junior high school students.
- National Foundation for Teaching Entrepreneurship focuses on high school and young adults.
- National Student Business League targets college students at historical black colleges and universities.
- Youth Symposiums target high school students in central Alabama.

**V(E). Planned Program (Outputs)****1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	45	500	200	500
2007	200	300	250	850

**2. Number of Patent Applications Submitted (Standard Research Output)****Patent Applications Submitted**

**Year      Target**  
**Plan:**    0  
 2007:    0

**Patents listed****3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	0	0	0

**V(F). State Defined Outputs****Output Target****Output #1****Output Measure**

- ? Schools, community centers, faith-based organizations, summer camps, extension personnel and youth service agencies.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	20	10

**Output #2****Output Measure**

- ? Workshops and training sessions covering topical areas for teaching entrepreneurship education such as: getting the business idea, funding an enterprise, decision-making, business planning, business legal structures, negotiation skills, work environments and modeling other entrepreneurs are conducted with all participants. The success of many of these outcomes will be formally evaluated/measured by using individual activity evaluation forms designed specifically for each activity.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	{No Data Entered}	350

**V(G). State Defined Outcomes**

O No.	Outcome Name
1	Youth and adults will explore entrepreneurship, economics, law, government and business ethics. Expand participant's knowledge of math, public speaking, marketing, decision-making and business leadership.

## **Outcome #1**

### **1. Outcome**

Youth and adults will explore entrepreneurship, economics, law, government and business ethics. Expand participant's knowledge of math, public speaking, marketing, decision-making and business leadership.

### **2. Associated Institution Types**

•1890 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2007	200	250

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Alabama's Black Belt Region is the targeted twelve counties programming areas for Tuskegee University Cooperative Extension Program. Persistent poverty in this region is being perpetuated by financial distressed schools systems, lack of economic development, unskilled labor forces, high unemployment rates, high school drop out rates, and excessive number of social services participants. Alabama Entrepreneurial Initiative is an effort to provide informational community-based experiential educational opportunities to rural youth and young adults interested in exploring entrepreneurial endeavors as a career opportunity.

#### **What has been done**

Tuskegee University Cooperative Extension specialist and agents conducted entrepreneurial training, workshops, and symposiums based on the Kaufman Foundation Mini-Society and the National Foundation for Teaching Entrepreneurship. These instructional systems allowed participants to acquire skills in entrepreneurship, citizenship, and leadership. The Mini-Society curriculum was implemented at Yoro West Junior High School Campus of Discovery. Sixteen students learned techniques for setting and achieving personal and business goals. The National Foundation for Teaching Entrepreneurial was used with 37 students pursuing their GED at the Occupational Industrial Center (OIC) in Montgomery. During the annual Farmers Conference and the Economic Summit over 335 students were exposed to entrepreneurial awareness materials and entrepreneurial careers in agriculture.

#### **Results**

All students demonstrated measurable increases in their understanding of business enterprises, citizenship, the workforce, entrepreneurship, ethics as well as life skill in decision-making, self-esteem, leadership and a sense of self-directedness. As results of their participation in the National Student Business League two collegiate students started businesses (one a barber shop and the other a professional business cleaning service). As a follow-up to their strategic planning retreat, chapter of The National Student Business League established at the University of Maryland-Eastern Shore and Tuskegee University. These chapters are now seeking to the establish chapter of the National Student Business Leagues at other historical black colleges and universities, especially, member of the United Negro College Foundation.

### **4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices
801	Individual and Family Resource Management
806	Youth Development
601	Economics of Agricultural Production and Farm Management

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

? Competing Programatic Challenges

### **Brief Explanation**

Competing Programmatic changes. Limited activities were conducted in the Mini-Society program due to attrition of staff trained in this curriculum. Additionally, the High School National Foundation for Teaching Entrepreneurship was negatively impacted because the alternative school, OIC, lost their GED program in the spring of 2007. However, the inclusion of the collegiate program exceeds planned expectations and off-set any decrease in audience and/or participant contact.s

## **V(I). Planned Program (Evaluation Studies and Data Collection)**

### **1. Evaluation Studies Planned**

- ? Before-After (before and after program)
- ? During (during program)
- ? Case Study
- ? Comparisons between program participants (individuals,group,organizations) and non-participants

### **Evaluation Results**

Throughout the conduct of this Extension Team Project participants, teachers and community leaders have observed positive behavioral changes in the attitudes of students trained in entrepreneurship.

### **Key Items of Evaluation**

CSREES needs to encourage and fund research and Extension education that promote entrepreneurship education among youths and rural citizens that's patterned after programs associated with legislation that promotes science and technology,